

know your state law



Resources Provided

Know Your State Law
Interactive Tool (Flash)

Sample Senior Management
Campaign Launch Message
(State Law)

Sample Senior Management
Campaign Launch Message
(No Current State Law)

1 ACTIVITY: KNOW YOUR STATE LAW REGARDING THE USE OF CELL PHONES AND DRIVING

As more information becomes available on the safety implications of using mobile technology while driving, states are enacting distracted driving legislation at a rapid pace. It's important for employees to know the law in the state where they live and work as well as any state in which they may travel for business or even vacation.

Launch your campaign week with a message from senior management to all employees communicating your organization's participation. Sample templates have been provided that can be customized to fit your needs.

In combination with your launch message, electronically distribute the **Know Your State Law Interactive Tool**. The sample message explains the tool and suggests employees save it to their desktop to check back for updates in legislation as well as to check states in which they may travel at future dates.

Especially in the case where a state does not have any type of distracted driving law, senior management support of cell phone restrictions while driving is important to communicate. The sample messages provided cover each scenario.

If you already have a cell phone policy in place, take the opportunity to re-distribute it to employees on this day.

2 ACTIVITY: INVITE A LOCAL LAW ENFORCEMENT OFFICER TO LUNCH

Contact your State Highway Safety Office (SHSO) to discuss inviting a state or local police officer to give a talk about what they encounter daily as a result of distracted drivers. Hearing first-hand accounts can leave a life-long impression. If planning this activity, you'll want to give as much lead time as possible for scheduling purposes.

To find the contact for your SHSO, visit the Governor's Highway Safety Office (GHSA) Website at: www.ghsa.org and click on "Links."

take a look in the rearview mirror

rate your risk

Distacted driving is the presence or anything that can distract a driver's physical and mental attention from driving. A recent study has shown that nearly 80% of crashes and 60% of near crashes involve some form of driver distraction.

Are you at risk of being a contributor to a crash resulting from distracted driving? This self-assessment may help you make that determination. For the most useful results, please thoughtfully consider each question and give an honest response. Results are for your eyes only.

—NHTSA, using data from the National Highway Traffic Safety Administration, 2014

ARE YOU A DISTRACTED DRIVER?

When driving, do you...

- Adjust the mirrors and seats, or locate accessory controls and climate settings as you are driving?
- Focus your attention on children or pets, rather than concentrate on the task of driving?
- Eat food or drink beverages while the vehicle is in motion?
- Use hand or drink containers while the vehicle is in motion?
- Make or take calls on either a hands-free or hand-held mobile phone while driving?
- Manage your sound or entertainment system while the vehicle is in motion?
- Check your email, search Internet or text while the vehicle is in motion?
- Attend to personal grooming tasks such as shaving or putting on makeup as you are driving?
- Read articles, maps, work-related materials, books, etc. while the vehicle is in motion?
- Set or adjust navigational devices while the vehicle is in motion?
- Search or retrieve items in a purse, glove compartment, briefcase or pockets while the vehicle is in motion?
- Become lost in thought and unaware of your surroundings?

RATING KEY

Green: No distraction from either or fewer than 10 items.

Yellow: Occasional distraction from either or fewer than 10 items.

Red: This behavior occurs on most or all of the items. I compare this to be a distraction from driving.

RESULTS

FOCUSED (Green)

DISTRACTED (Red)

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1 ACTIVITY: RATE YOUR RISK DISTRACTED DRIVING SELF-AUDIT

When in the office, the ability to multitask is a desirable skill. However, when we're driving, it's important to focus on the task at hand. There are so many skills used to safely drive a car that in reality, driving itself is multitasking. Adding non-driving tasks to the already-demanding load of coordinating your eyes, ears, hands, body, feet and mind in safely operating a vehicle is never a good idea.

Distribute the message above to employees and ask them to take a moment to "look in the rear-view mirror" and assess their own potential for distracted driving by completing the Interactive Rate Your Risk Distracted Driving Self-Assessment. Let them know the results are for their eyes only so they can feel comfortable giving honest responses.

Resources Provided

Interactive Rate Your Risk Distracted Driving Self-Assessment Tool (pdf)

Drive Focused Tip/Fact Sheet (pdf)

2 ACTIVITY: DISTRACTION SUBTRACTIONS

As a follow-up to this activity, distribute the Drive Focused Fact and Tip Sheet to employees to provide them with strategies to minimize common distractions along with the message below.

As you saw by completing the Distracted Driving Self-Assessment, there are many things that can distract drivers from the task at hand, including mentally reviewing to-do lists or replaying meetings in one's head, eating meals at the wheel, catching up on e-mails and calls or even searching the Internet. If you indicated that you engage in even one of the behaviors highlighted in the self-assessment as a habit of your drive-time, most likely you found the result indicated you are a distracted driver. Please take a moment to look over these facts and tips to help develop strategies to minimize distractions.

focus
SAFE DRIVING IS SERIOUS BUSINESS

GOT KIDS?
Involve them in your commitment to drive focused.

- Be sure they are properly secured in an age-appropriate child passenger safety seat.
- Kids can be great seatbelts. If they know your rules, they'll remind you to hang up if you do up.
- Teach older children to answer calls for you. They can relay important messages or tell calls that you are soon as you are safely able to. They'll love the extra responsibility, and you'll be modeling good driving habits for them.
- Provide them with things to do: Books, travel games, etc. to distract them, so they're not distracting you.
- Got time? In recent studies, nearly 50% of today's teens have admitted to texting and driving, increasing their chances of creating a crash. Be sure to establish strict rules with the appropriate mobile technology while driving.
- Remember they'll do what you do. Even if your kids are far from the driving seat, demonstrate how from them. Set the right example and limit the use of cell phones and texting while driving and always be mindful of your precious cargo.

TAKE ACTION AGAINST DISTRACTION

Increase your following distance. Driver training experts suggest a following distance of 4 seconds. To check your following distance, pick a landmark such as a sign or tree. When the vehicle in front of you is in the mark, begin counting: 1,000, 2,000, 3,000. If you get to the mark before you get to four, you're following too closely. The longer it takes to reach the mark, the more space you have to react to what's happening in front of you, reducing risk to you and your passengers.

Be in control. On your personal vehicle, use the turn of the steering wheel, not the CD player and lights.

Use technology to manage your technology. Sometimes it's not physically possible to be distracted by your mobile device. Even so, if you're having trouble focusing, consider using a cell blocking application or an app that locks your phone and gives you a timer to tell you when you're ready to use your phone again. If you're having trouble focusing, consider using a cell blocking application or an app that locks your phone and gives you a timer to tell you when you're ready to use your phone again.

Have a plan. Don't waste time by driving if your mind is on road around on the task at hand – safely getting to your destination.

Be a plan. Don't waste time by driving if your mind is on road around on the task at hand – safely getting to your destination.

Help others help themselves. Make it a practice when you make a call to someone, text someone or use a device to tell them you're driving. If everyone did this, it would greatly reduce the number of distracted driving crashes.

Speak up. If you're a passenger and the driver is distracted, speak up. If you're a driver, speak up. If you're a driver, speak up. If you're a driver, speak up.

Find your focus. Digital music devices (iPods, MP3 players) often play a major role in distraction. Turn off your device when you're driving. If you're a driver, speak up. If you're a driver, speak up. If you're a driver, speak up.

Look at the big picture. Making or receiving a phone call while driving makes you a distracted driver. If you're a driver, speak up. If you're a driver, speak up. If you're a driver, speak up.

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block distractions

Resources Provided

Presentation Template (.ppt)

Addressing Benefits & Concerns Sheet (pdf)

ACTIVITY: SEND A CLEAR MESSAGE

Encourage employees to take the time today to change the voicemail on their mobile phone to something like, *"I'm sorry I missed your call. I'm either away from my phone or driving. Your call is important and I will get right back to you as soon as I am safely able to."*

Adding a message such as this will help raise awareness that taking calls while driving and making a call to someone who is driving puts many people at risk including the driver, their passengers, and anyone sharing the roads with them.

Asking employees to restrict their use of cell phones while driving may be met with resistance. Tips and information addressing concerns are located in the Addressing Benefits & Concerns sheet. You may choose to use this information as a part of the "technology test drive" presentation.

1 ACTIVITY: TEST DRIVE CALL BLOCKING TECHNOLOGY

Whether your organization is considering a distracted driving policy, already has one in place, or is working to simply raise awareness of the issue, technology may offer solutions to help reduce the dangers of distracted driving.

There are many new software solutions available now that use GPS to determine when a phone is in motion and block in-coming calls and texts. When a call or text is intercepted, an automated response is sent indicating the person trying to be reached is driving.

Designate a team of employees to "test drive" one or more call blocking technologies. During your campaign, have these employees present their experiences to the organization. This can be done in all-employee meetings, team meetings or lunch-and-learn settings. Take care to select employees who are well-respected among their peers, are receptive to change and have strong presentation skills. If you have a dedicated IT team, consider leveraging its expertise for this project.

Many software manufacturers offer free trial periods with monthly or annual fees that are nominal. Information on a variety of products available is summarized in this article by Automotive Fleet: www.automotive-fleet.com, or at the FCC Distracted Driving Information Clearinghouse at: www.fcc.gov/cgb/driving_clearinghouse.html in the industry and technology section.

The ideal time to do your "technology test drive" is in the weeks leading up to your campaign, so selected employees can make their presentation as a part of your organization's Drive Safely Work Week.



use your cell phone on your commute just don't drive



ACTIVITY: GET SOCIAL WITH COMMUTING

If you live and work in an area supported by a mass transit system, many bus and train systems now offer wireless connectivity so you can safely use your commute time to catch up on communications. If saving fuel and maintenance costs weren't incentive enough, the added benefit of being able to safely use mobile technology during commute time may be just the ticket needed to let someone else do the "driving." There are even tax advantages available to businesses and employees.

For more information on this as well as all of the mass transit options available by metro area, check out www.commuterchoice.com. You'll even find a new "Guide to Implementing Effective Commuter Choice Programs," developed by the Federal Highway Administration.

Technology for smart phones is making the use of mass transit easier than ever. Applications are available for download to smart phones that can provide bus and train schedules, routes and maps, tell you where the nearest available taxi is, and more.

For people who would rather share a ride to work via carpooling, social media is working to make that easier as well. Applications are available that help to arrange ride-sharing within specific communities such as companies, to match commuters heading in the same direction. One application uses a Facebook tool that enables you to advertise your empty seats to friends or colleagues or find people you trust with whom to share a ride. Another uses a ratings system so that those who enjoy each others' company will be matched again. (Try searching on terms such as "rideshare applications" to find specific tools.)

Resources Provided
Presentation Template (ppt)

Cartoon

Designate a team of employees to research available transit options in your area as well as rideshare applications. Ask them to present their findings at an employee lunch-and-learn session. If it works for your environment, they may even be able to start the process of establishing a rideshare community within your organization.



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a pledge to drive seriously lets you dress casually

Materials Required

5x7 Blank Index Cards
Personal Photos

Resources Provided

5x7 Template (pdf)
Instructions and Sample (pdf)
5x7 Management Pledge Template (pdf)

Note: You'll want to assign this activity earlier in the week so you'll have the cards back by Friday. If Friday is already casual, you could designate a different day for the casual attire.

1 ACTIVITY: MAKE A VISIBLE PLEDGE TO FOCUS

Ask employees to think about whom or what is counting on them to drive focused so that they always get there safely... every time.

Use the template provided to print pledge cards and distribute to employees including ALL LEVELS OF MANAGEMENT along with the sample instructions. Ask employees to add a photo and their signature to the pledge and to bring their card in the following work day.

Employees may display the cards where they will see them often, such as on their desk or car visor. Or, use the cards to create a special display in one or more high-visibility areas to carry the message from the campaign into the following weeks.

This is a great opportunity for all levels of management to show their commitment to drive focused and for your organization to share your safety culture with customers, vendors and guests that may visit your place of business.

Offer the employees that participate the opportunity to dress casual or wear jeans on this day as a recognition of their pledge and to create even more visibility of their support.

2 ACTIVITY: ADOPT A CULTURE SHIFT

If your organization already has a formal cell phone policy in place, is considering issuing a policy, or is working to combat the issue of distracted driving through education, you may need to make some changes in corporate culture to help ensure success. It's important to look at the way your organization does business and communicate a shift in regard to management's expectations of employee availability and response times. To help you move in this direction, we suggest a Management Pledge.

Use the template provided to print pledge cards and distribute to all levels of management for their signature (assuming you have obtained buy-in and approval.)

Once signed, be sure the pledge is placed in an area visible to all employees or distributed to each one individually.

Consider producing an enlarged version of the pledge, request that all managers put their signature on it and keep it displayed in a high-visibility area. You could invite employees to attend a pledge-signing ceremony, kicked-off with remarks of support from senior management.

You may even want to involve your organization's public relations department to make this activity a community/public-relations opportunity by inviting the local media to attend your "pledge-signing" event.

